



**FOR IMMEDIATE RELEASE: Thursday, March 26, 2020**  
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### **McKenna Foundation Seeds Fund To Assist Local Families with COVID 19-Related Crisis**

The McKenna Foundation committed \$50,000 in seed funding to create the Comal Emergency Relief Fund (CERF) to provide for direct crisis financial support and other assistance to New Braunfels and Comal County families affected by COVID-19. Fundraisers hope to raise at least \$250,000 to support the entirety of the community efforts through other philanthropic, governmental, church, business and individual donations.

“The McKenna Foundation is here to love and support the community through times of crisis. Right now, the message is to protect ourselves but we also need to do what we can for our neighbors. While some will be affected by the virus directly, thousands will be affected mentally, emotionally and financially through necessary prevention efforts. Let’s all step up and do what we can,” said Alice Jewell, McKenna Foundation CEO.

A local individual philanthropist has also committed \$50,000 to the CERF, motivated by the reality that people need help and a centralized navigation point will ensure everyone has access to the care they need.

The CERF is a fund of the New Braunfels Community Foundation. Additional tax-deductible donations of any amount are needed to reach the community goal of \$250,000 and can be made on-line at [www.nbcommunityfoundation.org](http://www.nbcommunityfoundation.org) or by calling Brit King at (830) 606-9536.

Funds raised will be utilized through an inter-agency response effort of local nonprofits that centralizes support and helps families navigate community resources during a time of crisis at a Multi-Agency Response Center (MARC), located at the McKenna Events Center at 801 W. San Antonio Street. Financial support will be based on each family’s individual needs and COVID-19 related job loss, reduced income and any federal or state relief assistance that may be available.

“This event is unprecedented and affects everyone. When it’s all over we want families to come out of this time as mentally, physically, emotionally and financially strong as possible. That means taking care of them today through support of our community and local nonprofit organizations,” said Crystal Moore, Executive Director of Comal County Habitat for Humanity.

The Comal County Habitat for Humanity, Family Life Center, Salvation Army, New Braunfels Food Bank, CRRC of Canyon Lake and Hill Country MHDD have partnered with McKenna to provide the following resources at the MARC:

- Mental health professionals
- Financial assistance for rent or mortgage payments
- Financial assistance for utility bills
- Direct food assistance
- Assistance acquiring P-SNAP benefits (Supplemental Nutrition Assistance Program)
- Spiritual support

More information, including services, eligibility, how to access an appointment and necessary documentation will be available beginning Saturday, March 28 at [www.comalcountycares.com](http://www.comalcountycares.com). Phone assistance with information or eligibility will begin Monday, March 30 at (830) 606-9512 with operation of the MARC starting Wednesday, April 1.

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